



2006 Tobacco Control Summit

Public Opinion Survey Presentation

October 19th, 2006

Objectives

- To assess the attitudes of Nova Scotians with respect to current tobacco control issues:
 - Opinions on restricting or eliminating point-of-sale (POS) advertising
 - Opinions on eliminating tobacco sales
 - Awareness of the health dangers posed by second-hand smoke

Methodology

- Telephone survey: October 5-11, 2006
- Random representative sample of 400 Nova Scotians, 19 years and older
- Weighted to be representative of the population by
 - Gender
 - Age
 - Region
- Margin of error +/- 4.9%, 19 times out of 20

Section 1: Smoking Experience

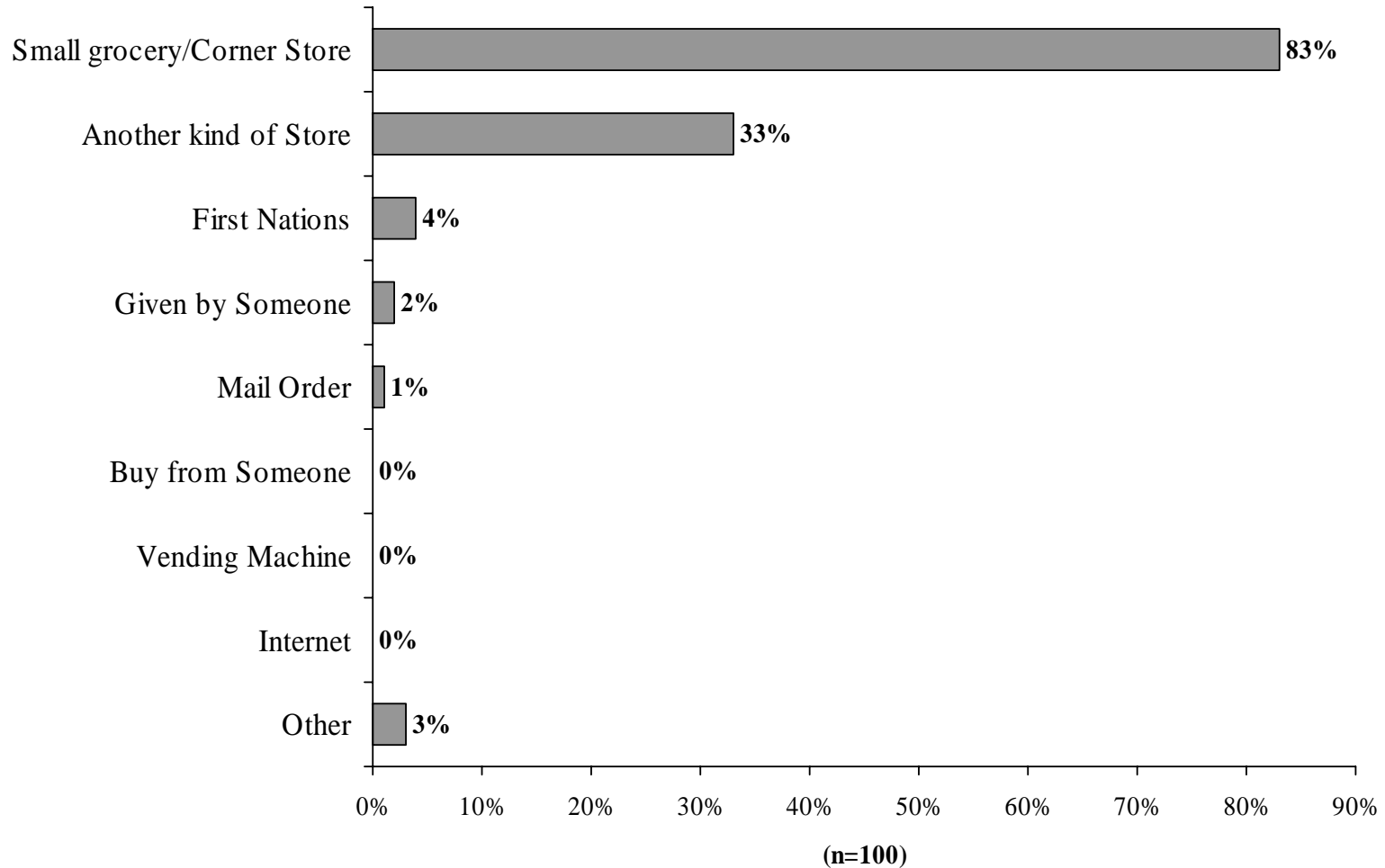
1.1 Proportion & Type of Smoker

	Smoker Type	Definition	% (n=405)
Current Smoker	Current Daily	<i>Min. 100 cigarettes in lifetime + min. 1 per day in last 30 days</i>	19%
	Current Occasional	<i>Min. 100 cigarettes in lifetime + min. 1 in last 30 days</i>	6%
Former Smoker	Former Daily	<i>Min. 100 cigarettes in lifetime, has smoked 7 days in a row, none in last 30 days</i>	24%
	Former Occasional	<i>Min. 100 cigarettes in lifetime, has never smoked 7 days in a row, none in last 30 days</i>	2%
Never Smoked	Experimental	<i>Max. 100 cigarettes in lifetime, has smoked in the 30 days preceding survey</i>	2%
	Past Experimental	<i>Max. 100 cigarettes in lifetime, has not smoked in the 30 days preceding survey</i>	9%
	Puffer	<i>Has tried a few puffs but never smoked a whole cigarette</i>	11%
	Lifetime Abstainer	<i>Has never tried a cigarette</i>	28%

1.2 Cigarette Brands Smoked

- Among current smokers (n=100), 92% usually smoke the same brand
- Among those who usually smoke the same brand:
 - 49% smoke a name-brand cigarette
 - 42% smoke a discount brand
 - 2% don't remember
 - 1% no regular brand
 - 6% other (e.g., hand-roll)
- When asked directly, 22% report that they have bought discount cigarettes in the past 6 months (21% among those who usually smoke the same brand).

1.3 Location of Cigarette Purchase

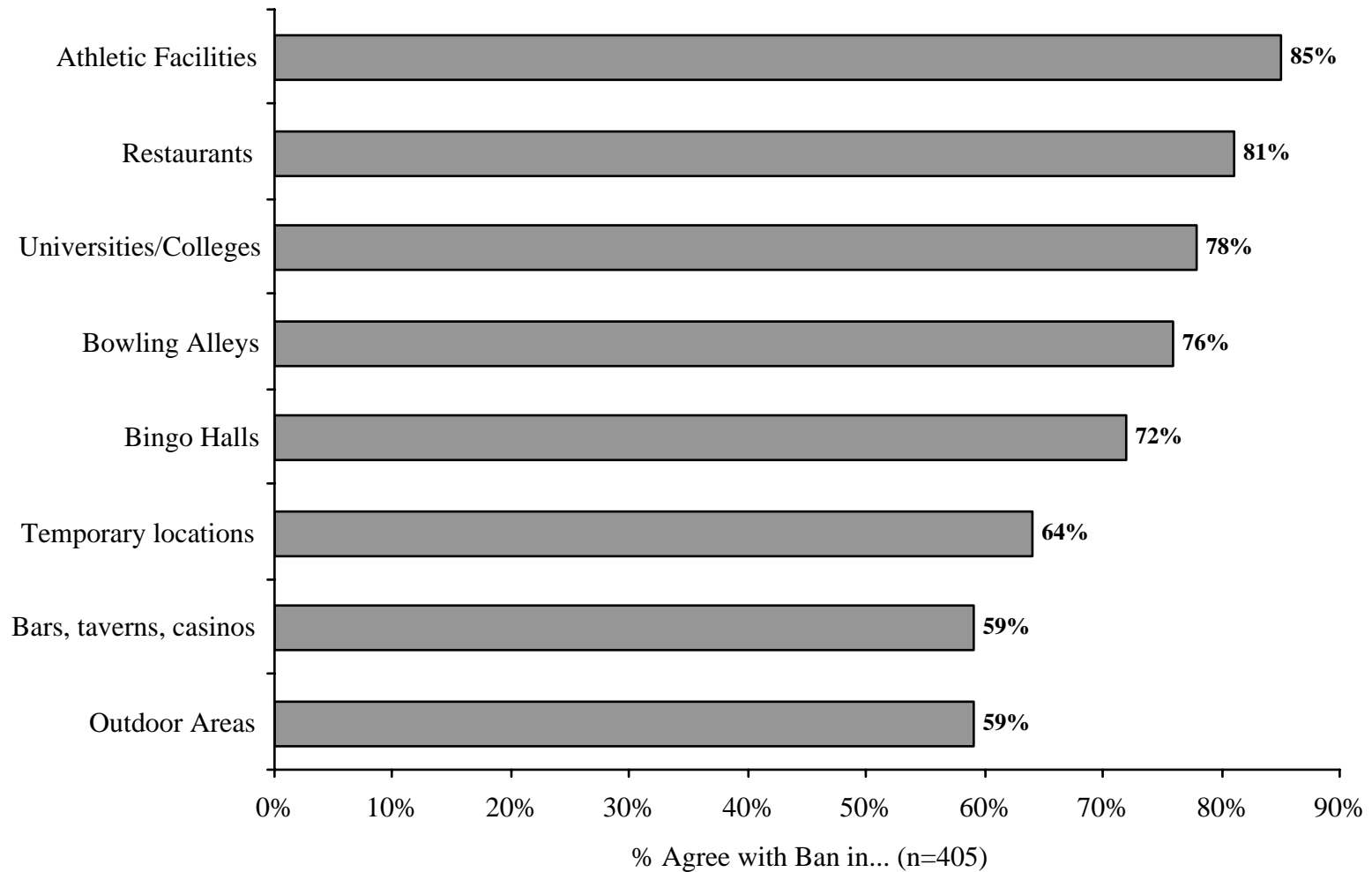


Key Findings - Section 1

- 92% of Current Smokers smoke the same brand of cigarettes and 39% smoke a discount brand.
- Smokers might not be aware of which brands are considered 'discount'.
- The majority of smokers purchase their cigarettes at a convenience or grocery store.

Section 2: Eliminating Tobacco Sales

2.1 Support for Eliminating Tobacco Sales in...

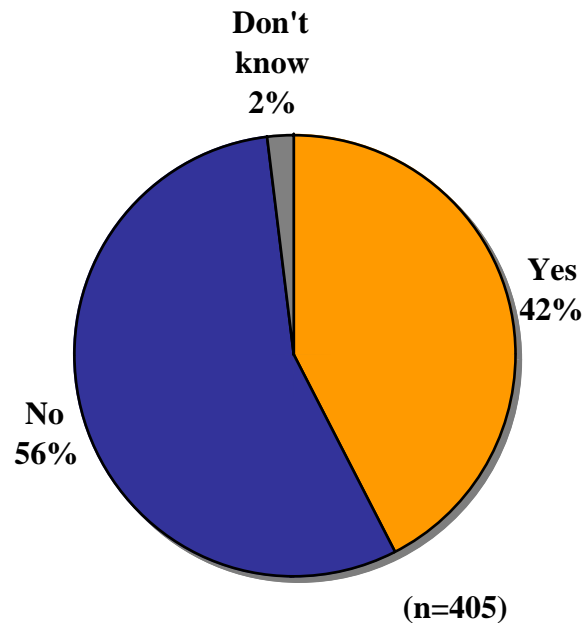


Key Findings - Section 2

- A majority of respondents agree that tobacco sales should be eliminated in all spaces tested, including in bars, taverns, casinos and outdoor areas.
 - Overall, fewer smokers support eliminating tobacco sales in all areas than non-smokers

Section 3: Restricting Displays of Tobacco and Advertising in Stores

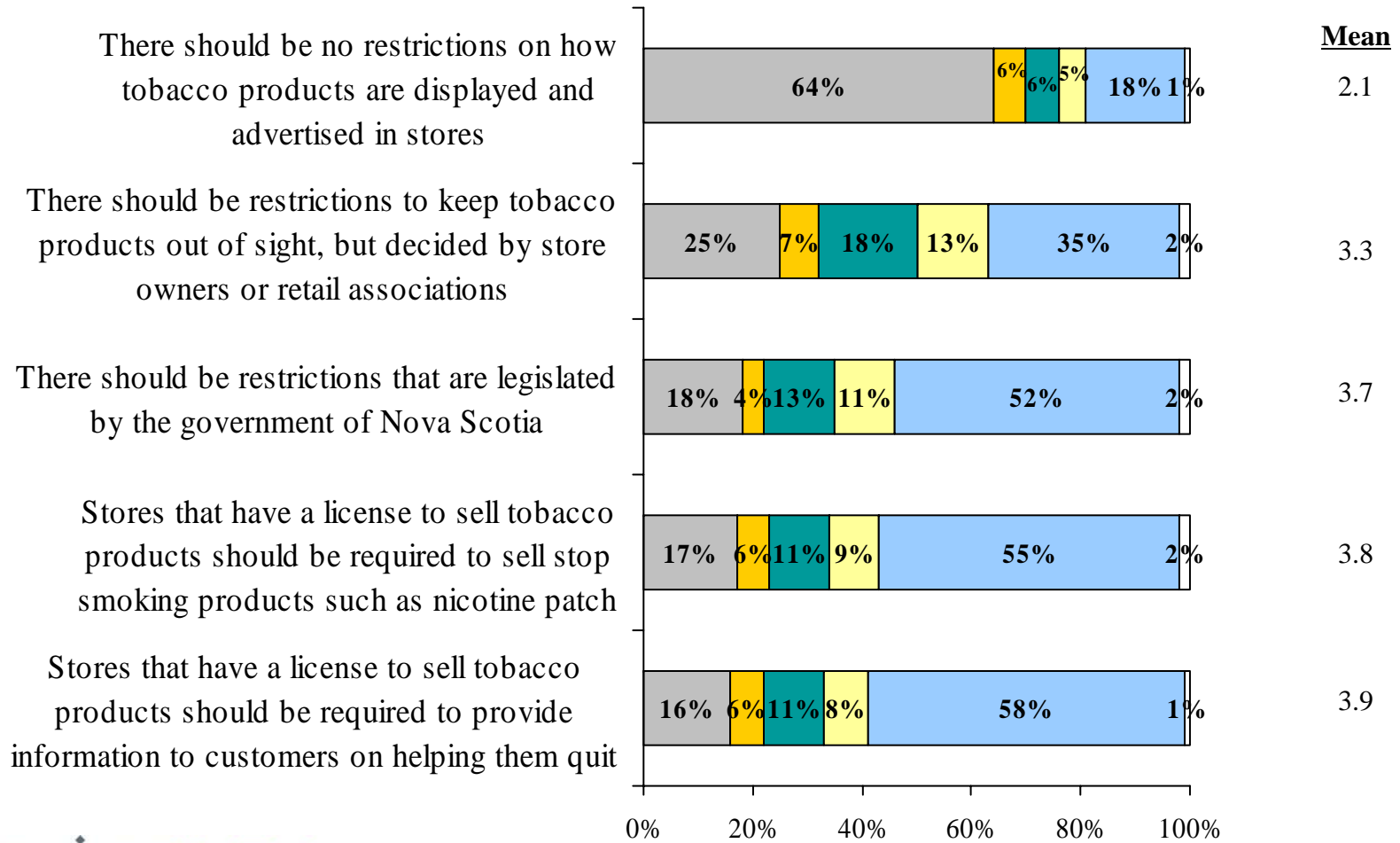
3.1 Awareness of any Restrictions



- 42% of Nova Scotians are aware of some restriction around displays of tobacco products and advertising.
- On an unaided basis (open-ended question), the most frequently mentioned restrictions are:
 - Not selling to minors (31%)
 - 19 years + to buy (11%)
 - Cigarettes must be behind a counter/out of reach (10%)
 - Health warnings on cigarette packages (10%)
 - Warning signs in stores about health issues (9%)
 - Cigarettes cannot be displayed in plain sight (6%)

3.2 Degree of Restrictions

"1" Strongly Disagree
 "2"
 "3"
 "4"
 "5" Strongly Agree
 Don't know



3.3 Supporting ban on in-store displays & advertising

To what extent do you support a <u>ban</u> on tobacco product advertising in stores?	% of Sample (n=405)	
Strongly Support	44	} 59% Support
Moderately Support	15	
Neither support or oppose	17	
Moderately oppose	11	} 22% Oppose
Strongly oppose	11	
Don't know/Refused	2	

Key Findings - Section 3

- Although there are no current restrictions vis-à-vis displays of tobacco products and advertising, 42% of the respondents in this survey claim to be aware of some restriction.
 - Based on the open-ended question, respondents include all signage in stores as part of these restrictions. For example, signs that indicate not selling to minors and warning on cigarette labels.
- Only 18% of respondents are strongly opposed to restrictions on how tobacco products are displayed and advertised in stores.
- There is strong support for legislating tobacco product advertising in stores, and also requiring retailers to provide smoking cessation information and products.
- 59% would support a complete ban on tobacco product advertising in stores.

Key Findings - Other

- Second-hand smoke is considered to be a significant cause of health problems by 88% of respondents and a similar proportion (91%) report that the Nova Scotia government should be involved in protecting workers and the public from second hand smoke.